

Economy
of Love
Standard
Ethics

2022



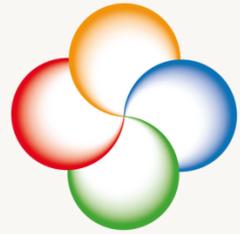


VISION

Our vision is a transparent world economy that actively regenerates nature and supports ethical values to live a mindful and fulfilling life, acting with love.

MISSION

Our mission is to create a certification system that promotes transparency and collaboration between producers and consumers for a more sustainable economy that reflects our ethical values.



Economy of Love

Wheel of Balance

Creating a balanced economy

We define a sustainable economy as one that serves the global community by taking into account future generations. Therefore, our outlook should be holistic. We can take part in economic growth and simultaneously develop our communities through education and art, protect the earth and its balance, create fair and dignified working conditions, and protect the earth and the balance of the ecosystem. At Economy of Love, we define holistic sustainability as the balance between the four dimensions of **society**, **economy**, **culture**, and **environment**.



Environment

The active regeneration of the environment through biodynamic farming, and sustainable production practices.



Culture

The empowerment of life-long learning and creative engagement for an individual and collective potential unfolding.



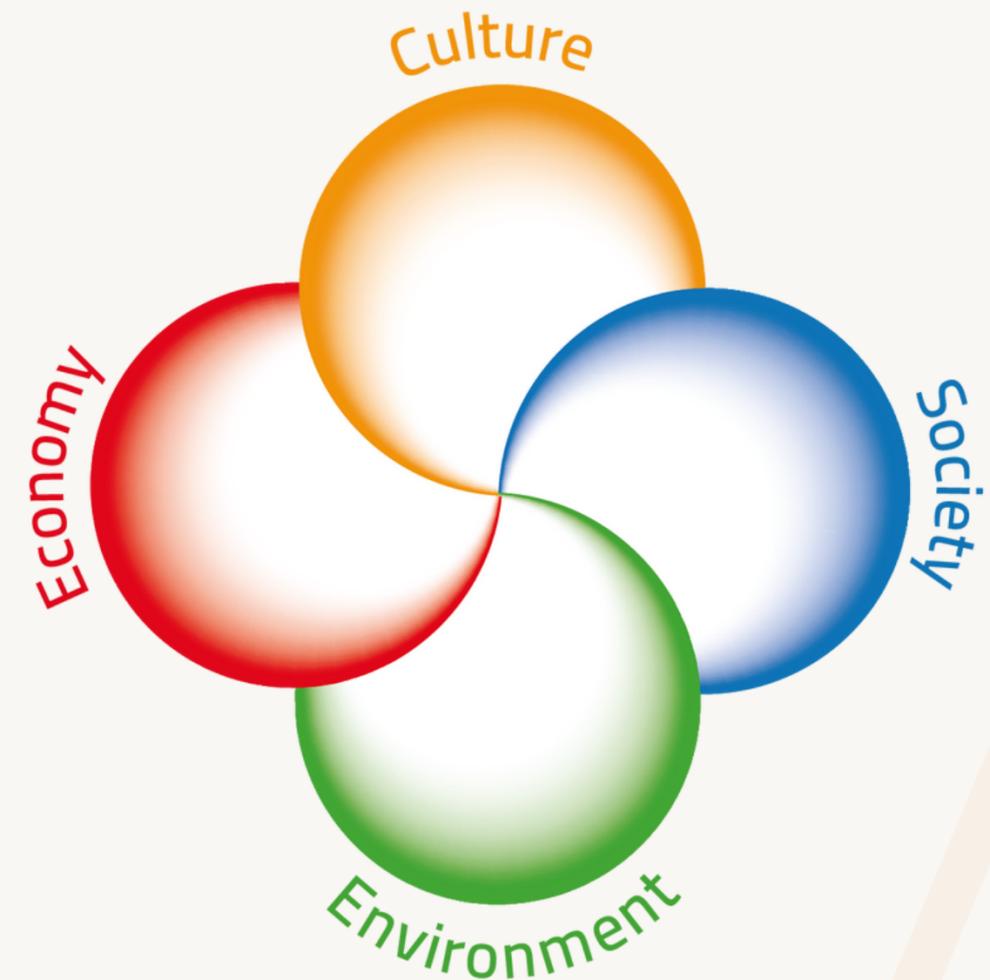
Economy

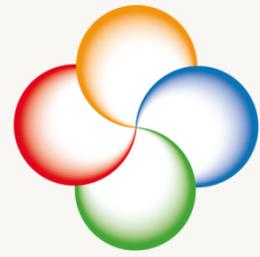
The fair creation and distribution of value to all stakeholders through a transparent economy that reflects the true costs of products.



Society

The promotion of fair and dignified working conditions in which every individual feels safe and respected.





EoL supports...

...companies in:



1. Highlighting sustainable and ethical principles.
2. Providing transparency across the entire value chain.
3. Strengthening customer trust and loyalty.
4. Increasing customer satisfaction.
5. Enhancing stakeholder relationship management.
6. Creating a corporate culture reflecting fairness and respect within the organization.

... farmers in:

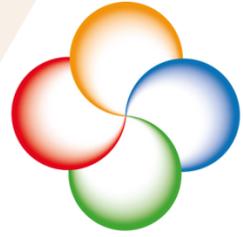


1. Receiving technical training on sustainable farming practices.
2. Earning fair compensation.
3. Protecting their rights through contractual agreements with companies.
4. Being part of a network that shares best practices and that supports each other.
5. Building a bridge to the end-consumer.

... end-customers in:



1. Making informed and responsible purchasing decisions.
2. Accessing information about the supply chain and True Cost more easily.
3. Knowing the impact of the product on people and the environment.
4. Connecting customers to the origin of their products.
5. Getting to know the workers and producers of EoL certified products better.



Economy of Love

How does it work?

Economy of Love (EoL) is a holistic sustainability standard initiated by the Egyptian Biodynamic Association (EBDA) to promote sustainable production and consumption. Our vision is to create an economy that exists in harmony with nature. It strives to be regenerative of the environment, fair to the workers, and reflective of human dignity. In other words, an economy where consumers and producers can act upon their ethical principals and support sustainable development goals. With the Economy of Love Certification we want to unite companies to work with us towards this holistic vision. The certification consists of three main components.



Certification

Develop a **holistic** certification standard for sustainable and ethical value chains.



Education

Raise **awareness** in the community on **sustainable living and working**, and fostering their understanding of a holistic economy through interactive and comprehensive educational programs.



impacTrace

Guarantee **transparency** to end-consumers through showing them how their products are made, who made them, and what their impact on the environment and the people is.



Economy of Love Certification

Certification Scope

EoL certifies the entire value chain, from the production site -the farm- until the processing factories and the distribution companies. This way, EoL ensures that the final certified product is creating a positive impact on people and the environment throughout the entire supply chain.

Certification Process

In order to get the certification, the entire value chain must be audited by a third-party independent certification body, currently, the Center for Organic Agriculture in Egypt (COAE) is conducting EoL audits.





Economy of Love Certification

Certification Criteria Overview



Environment

- Following Biodynamic production and processing standards.
- Reducing packaging and using recycled material.
- Implementing sustainable water and waste management systems.
- Reporting on Greenhouse Gas Emissions (GHG).
- Offering ecological awareness trainings for employees.



Economy

- Providing data to conduct full cost accounting.
- Establishing solidarity agreements between stakeholders.
- Providing wages that allow for a decent standard of living.
- Creating transparency within stakeholder relationships.
- Offering sustainable-economic awareness trainings for employees.

- Providing fair and dignified working conditions.
- Providing employees with health and social insurance.
- Engaging with stakeholders through round table discussions.
- Ensuring a sustainable impact on the local community through active engagement.
- Offering awareness training for employees on creating fair societies.



Society

- Factory supervisors and managers receive training to create space for cultural events.
- Conducting regular creative activities with employees.
- Respecting the local traditions/culture of the employees.
- Encouragement of life-long learning, well-being, and creative expression.
- Working with local initiatives to support the local communities.



Culture



Economy of Love impacTrace

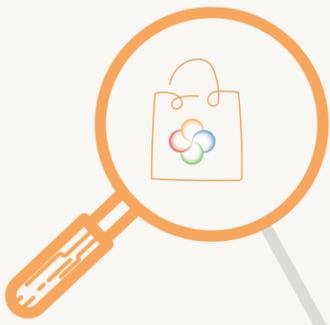
Empowering Customers Through Transparency

impacTrace is a transparency tool that accompanies the EoL certification. Through impacTrace consumers and stakeholders can scan a QR-Code on the package and discover their products- how they were made, and what measures were taken to make it an ethical and sustainable product.



Try it out!
Scan the code
and trace a product





Economy of Love impacTrace

impacTrace aims to provide customers with answers to the following questions:



Who made this product?



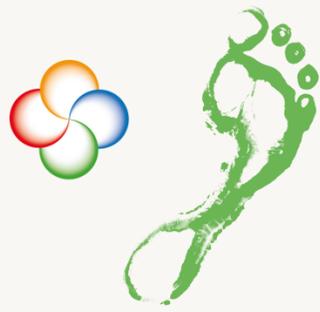
What is the impact on the human and the environment?



What is the True Cost of the product?



How is the product made?



Economy of Love Carbon Credits

With the agricultural methods of biodynamics, the Economy of Love Standard is committed to actively increase carbon sequestration through afforestation projects, compost production, soil carbon sequestration and renewable energy on EoL licensee farms. In order to measure the exact amount of carbon sequestration, EoL has adapted a selection of verified assessment tools that are used to collect data on carbon emissions, sequestration or avoidance.

The EoL Carbon Credits are not just motivating the farmer to increase the number of trees on their farms but also provides an additional income through carbon certificates. The Economy of Love Standard has developed criteria allowing EoL Carbon Credit sales under verified conditions (see EoL Carbon Validation Manual).

Trees

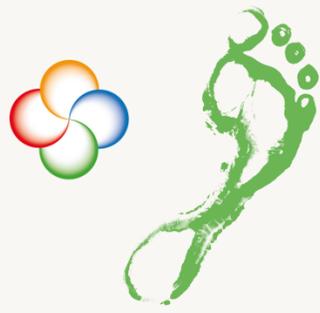


Soil



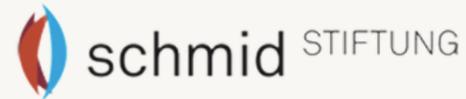
Compost





Economy of Love Carbon Credits

Holders and Supporters





Economy of Love Education

Building Communities

The Economy of Love Education Program (EoL Edu) is a series of workshops given to farms and companies in the supply chain of EoL certified products, as well as for traders and interested end-customers. The aim of EoL Edu is to nurture the paradigm shift from **me-to-we**. We developed this program with the vision to promote the growth of a culture built on solidarity, fairness, responsibility, and transparency, focused on sustaining the health of people and the planet.





Economy of Love Education



Methodology

The program is tailored to each group and uses a participatory learning approach, interactive workshops, peer-based and experiential learning, to create a safe space that deepens the understanding of the EoL values.

Content Overview

Environment: Reconnection

Fostering a sense of connectedness towards nature and an awareness of environmental challenges.

Economy: Solidarity

Exploring human needs, money, and the global economic system and how to shift the perspective from me-to-we.

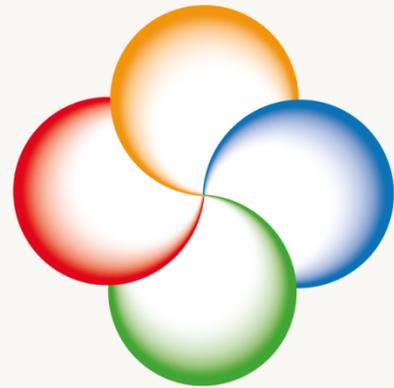
Society: Equality and Respect

Developing social skills and strengthening knowledge of human rights for a healthy society.

Culture: Diversity

Exploring the value and role of health, education, arts, and spiritual practice in human life.

Become a part of Economy of Love



Economy
of Love

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